

Rep Order# 6861304 Ver# 3 Status Revised

Traffic Order# 213015

Printed: 10/26/2012 2:05 PM  
Last Received: 10/26/2012 1:58 PM  
Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product NINE DAYS REF NM NOW  
Estimate# 313  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/104/313  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO ADD TO SKED  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CFN  
THANKS

*Just  
10/19/12*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*15			10/29-11/02	\$2,000.00	:30	3	1	M-F	10P-1035P	\$6,000.00	3	
Buyline Comment: NEWS												
Sales Remark: V3 ADD TO SKED												
V3 Added												

---REPORT TOTALS---

Report Totals: 3 / \$6,000.00

---SALES MONTHLY TOTALS---

Nov 12: 35 / \$32,200.00  
Sales Totals: 35 / \$32,200.00  
Station Totals: 35 / \$32,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$107,333	CABL 0%	KASA 0%	KASY 0%	KBIM 0%	KOAT 34%
KOB	36%	KRQE	30%	KWBQ	0%	

---COMPETITIVE COMMENTS---

EST SHARES

Rep Order# 6861304 Ver# 1 Status New

Traffic Order#

213015

Printed: 10/05/2012 8:24 AM  
Last Received: 10/04/2012 3:54 PM  
Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product NINE DAYS REF NM NOW  
Estimate# 313  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/104/313  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

*[Handwritten signature]*  
10/15/12

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		CBS THS MRNG-2<	10/29-11/02	\$300.00	:30	3	1	M-F	7A-9A	\$900.00	3	
2		CBS THS MRNG-2<	11/05-11/06	\$300.00	:30	2	1	M-TU	7A-9A	\$600.00	2	
3		SUNDAY MRN-CBS	11/04-11/04	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	
4		DOCTORS	10/29-11/02	\$200.00	:30	5	1	M-F	9A-10A	\$1,000.00	5	
5		DOCTORS	11/05-11/06	\$200.00	:30	1	1	M-TU	9A-10A	\$200.00	1	
6		KRQE NM13-NOON	10/29-11/02	\$550.00	:30	5	1	M-F	12P-1230P	\$2,750.00	5	
7		KRQE NM13-NOON	11/05-11/06	\$550.00	:30	1	1	M-TU	12P-1230P	\$550.00	1	
8		DR. PHIL	10/29-11/02	\$300.00	:30	5	1	M-F	3P-4P	\$1,500.00	5	
9		DR. PHIL	11/05-11/06	\$300.00	:30	1	1	M-TU	3P-4P	\$300.00	1	
10		KRQE NWS13-530<	10/29-11/02	\$2,500.00	:30	3	1	M-F	530P-6P	\$7,500.00	3	
11		KRQE NWS13-530<	11/05-11/06	\$2,500.00	:30	1	1	M-TU	530P-6P	\$2,500.00	1	
12		KRQE NEWS-10	10/29-11/02	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	
13		KRQE NEWS-10	11/05-11/06	\$2,000.00	:30	1	1	M-TU	10P-1030P	\$2,000.00	1	
14		KRQE NEWS-10	11/04-11/04	\$1,600.00	:30	1	1	SU	10P-1030P	\$1,600.00	1	

Station	KRQE-TV ALBUQUERQUE, NM.	Agency	( ) STEVENS REED CURCIO & POTHOLM	Rep Firm	( ) PHILADELPHIA							
Advertiser	( ) REFORM NM NOW		201 NORTH UNION STREET, SUITE 200	Sales Office	( ) AMY MCCREARY							
Product	NINE DAYS REF NM NOW		ALEXANDRIA, VA 22314	Salesperson								
Estimate#	313		Agency C/P1/P2/E									
Buyer	Betsy Vonderheid		51/104/313	Salesperson Phone#	215-568-6540							
Phone#			Flight Dates	Salesperson FAX#	215-568-1845							
Fax#			Hiatus Weeks									
Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT

---REPORT TOTALS---

Report Totals: 32 / \$26,200.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$26,200.00

Sales Totals: 32 / \$26,200.00

Station Totals: 32 / \$26,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$87,333	CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	34%
		KOB	36%	KRQE	30%	KWBQ	0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

# Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 10/29/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornir	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:29:02 AM	RNMT1205	\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:58:30 AM	RNMT1205	\$200.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:04:32 PM	RNMT1205	\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:43:05 PM	RNMT1205	\$300.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:06:37 PM	RNMT1205	\$2,000.00
												\$3,350.00
												\$3,350.00
Date: 10/30/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornir	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:54:00 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:50:50 AM		\$200.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:21:19 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:15:16 PM		\$300.00
06861304	POL/Reform N	213015	KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:58:28 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:08:07 PM		\$2,000.00
												\$5,850.00
												\$5,850.00
Date: 10/31/12												
Station: KRQE												
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313			\$2,000.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:08:50 AM		\$200.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:28:26 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:50:43 PM		\$300.00
06861304	POL/Reform N	213015	KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:49:34 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:26:43 PM		\$2,000.00
												\$7,550.00
												\$7,550.00
Date: 11/01/12												
Station: KRQE												
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313			\$2,000.00
06861304	POL/Reform N	213015	CBS This Mornir	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:54:00 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:34:35 AM		\$200.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:18:49 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:24:29 PM		\$300.00
06861304	POL/Reform N	213015	KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:49:19 PM		\$2,500.00
												\$5,850.00
												\$5,850.00
Date: 11/02/12												
Station: KRQE												
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY	313	9:25:30 AM		\$200.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:11:43 PM		\$550.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY	313	3:51:58 PM		\$300.00
												\$1,050.00
												\$1,050.00
Date: 11/04/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS Sunday Mc	8a-930a	:30	P2	[ALL]	NINE DAY	313	8:36:00 AM		\$800.00
06861304	POL/Reform N	213015	LN Su	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:06:55 PM		\$1,600.00
												\$2,400.00
												\$2,400.00
Date: 11/05/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornir	CBS Early S	:30	P2	[ALL]	NINE DAY	313	8:53:30 AM		\$300.00
06861304	POL/Reform N	213015	M-F KRQE New	12p-1230p	:30	P2	[ALL]	NINE DAY	313	12:11:13 PM		\$550.00
06861304	POL/Reform N	213015	KRQE News 13	530p-6p	:30	P1	[ALL]	NINE DAY	313	5:57:58 PM		\$2,500.00
06861304	POL/Reform N	213015	LN M-F	10p-1035p	:30	P2	[ALL]	NINE DAY	313	10:07:52 PM		\$2,000.00
												\$5,350.00

[Sorted by: Date]

# Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 11/05/12												
												\$5,350.00
Date: 11/06/12												
Station: KRQE												
06861304	POL/Reform N	213015	CBS This Mornir	CBS Early S	:30	P2	[ALL]	NINE DAY\$313		8:28:47 AM		\$300.00
06861304	POL/Reform N	213015	M-F 9a-10a	9a-10a	:30	P2	[ALL]	NINE DAY\$313		9:26:15 AM		\$200.00
06861304	POL/Reform N	213015	Dr. Phil	3p-4p	:30	P2	[ALL]	NINE DAY\$313		3:33:47 PM		\$300.00
												\$800.00
												\$800.00
												32,200.00

[Sorted by: Date]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KRQE-TV	<b>Date:</b> 10/26/12
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I, B Vonderheid  
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

**Total Charges:** \$32,200.00

This broadcast time will be used by: Reform New Mexico Now

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes

☒ No



For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

10/26/12  
Date

*Betsy Vanderveer*

703-683-9755  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

<b>Broadcast Length</b>	<b>Time of Day, Rotation or Package</b>	<b>Days</b>	<b>Class</b>	<b>Times per Week</b>	<b>Number of Weeks</b>
		10/29-11/6			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**